Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Message Text

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PAGE 01 SYDNEY 02212 270117Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 USIA-15 /036 W
----------033027 272355Z /66
R 270001Z OCT 77
FM AMCONSUL SYDNEY
TO AMEMBASSY TOKYO
INFO USDOC WASHDC
SECSTATE WASHDC 7898

UNCLAS SYDNEY 2212

TOKYO AND USDOC FOR USTS

E.O. 11652: N/A
TAGS: ETRD, AS
SUBJECT: BILL PEACH FAM TOUR

REF: GAMO/PEACH LETTER DATED OCTOBER 6, 1977

1. BILL PEACH AND BILL STELLER, PRODUCER OF ABC-TV, HAVE ADVISED THROUGH USIS THAT THE TELECAST DATE FOR THE 50-MINUTE FILM ON THE MISSISSIPPI RIVER IS SET FOR THURSDAY, FEBRUARY 8, 1978 AT 8:30 P.M.

2. BOTH PEACH AND STELLER ARE CONVINCED THAT THIS PERIOD HAS THE BEST AUDIENCE POTENTIAL IN TERMS OF:
A. GENERATING MAXIMUM PUBLIC AND INDUSTRY INTEREST, BEING ON TARGET FOR ADVANCE TRAVEL PROGRAMMING, AND
B. AVOIDING THE FIERCLY COMPETITIVE RATING BATTLE BETWEEN COMMERCIAL NETWORKS DURING THE MONTHS SEPT/OCT/NOV.

3. A PREVIEW OF THE FILM IS BEING ARRANGED FOR USIS/COMML DURING THE NEXT SEVERAL WEEKS, AT WHICH TIME A 16MM PRINT WILL BE MADE AVAILABLE FOR USTS TOKYO.

4. WE ARE ALSO ADVISED THAT PEACH AND THE ABC ARE AGREEABLE
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TO STAGING A JOINT USIS/COMML PROMOTION FOR THE TRAVEL TRADE AND PRESS PRIOR TO THE VISIT USA SEMINAR SERIES OPENING IN MARCH.

5. UNDER THE CIRCUMSTANCES PEACH WILL HOLD THE INVOICE AND MONITOR PHOTOGRAPHS UNTIL AFTER THE TELECAST DATE.

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6. PLEASE ADVISE IF THERE ARE ANY OBJECTIONS TO PLANS AS THEY NOW STAND OR IF YOU HAVE ANY SUGGESTIONS FOR THE PROPOSED PROMOTION.

7. FYI, BILL PEACH'S NEW ADDRESS IS: 6 MUSGRAVE STREET, MOSMAN, N.S.W. 2088.
DAVIS

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NNN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
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Concepts: FILMS
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
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From: SYDNEY
Handling Restrictions: n/a
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Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 764728
Secure: OPEN
Status: NATIVE
Subject: BILL PEACH FAM TOUR
TAGS: ETRD, AS, (PEACH, BILL), (STELLER, BILL)
To: TOKYO
Type: TE
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